

TIME PERIOD: YEAR

MFG. LIST PRICE(PER 1000)

	FM 85'S	FM 100'S	PV 85'S	PV 100'S	25'S	PRICE-OFF
					85'S	100'S
LESS TERM DISC.	\$49.90	\$51.40	\$38.00	\$39.25	\$40.92	\$35.00
LESS IDP	\$1.62	\$1.67	\$0.95	\$0.98	\$1.02	\$0.88
COST TO DISTRIBUTOR	\$48.28	\$49.73	\$37.05	\$38.27	\$39.90	\$34.13

ADD AVG. S.E.T. \$11.89

ADD AVG. S.E.T.	\$60.16	\$61.61	\$48.93	\$50.15	\$51.78	\$52.95	\$46.01	\$45.04
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DIST. MARK-UP 5.00%
COST TO RETAILER

DIST. MARK-UP	\$3.01	\$3.08	\$2.45	\$2.51	\$2.59	\$2.65	\$2.30	\$2.25
COST TO RETAILER	\$63.17	\$64.70	\$51.38	\$52.66	\$54.37	\$55.60	\$48.31	\$47.29

RETAIL MARK-UP
ADD SALES TAX 5.19%

RETAIL MARK-UP	\$77.86	\$79.74	\$68.08	\$69.78	\$72.04	\$73.67	\$64.01	\$62.65
ADD SALES TAX	\$4.04	\$4.14	\$3.53	\$3.62	\$3.74	\$3.82	\$3.32	\$3.25

COST PER 1000
COST PER PACK 50.00%

COST PER 1000	\$81.90	\$83.88	\$71.61	\$73.40	\$75.78	\$77.49	\$67.33	\$65.91
COST PER PACK	\$1.75	\$1.79	\$1.43	\$1.46	\$1.51	\$1.54	\$1.34	\$1.31

COST PER CARTON 50.00%
PROJECTED CATEGORY SHARE

COST PER CARTON	\$15.27	\$15.64	\$12.47	\$12.78	\$13.20	\$13.50	\$11.73	\$11.48
PROJECTED CATEGORY SHARE	49.47%	33.51%	7.02%	7.38%	0.19%	0.43%	1.00%	1.00% 100.00%

INPUT VARIABLES:

DESCRIPTION

DISCOUNT 3.25% FM
IDP 0.00% PV

TERM DISCOUNT

AVG S.E.T. \$0.2377
DIST M.U. 5.00%SALES EXCISE TAX(WEIGHTED)
DISTRIBUTOR MARK-UPCRT. M.U. 14.50% 21.00%
PK M.U. 32.00% 44.00%RETAIL CARTON MARK-UP
RETAIL PACK MARK-UPCARTON% 50.00%
PACK% 50.00%% OF CARTON VOLUME
% OF PACK VOLUMESALES TAX 5.19%
COUPON \$0.0271WEIGHTED STATE TAX
PER PACK

ENTER MFG. LIST PRICE ABOVE

PRICE	Avg	PERIOD
COST PER 1000	\$79.52	15.85
COST PER PACK	\$1.68	
COST PER CARTON	\$14.70	

% DIFF VS. YEAR AGO
COST PER 1000
COST PER PACK
COST PER CARTON

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